SAFERIDE
You're home free

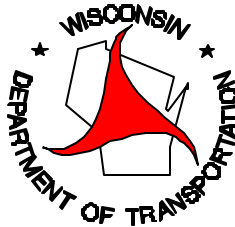# 2003 Wisconsin SafeRide Annual Report and Evaluation:

By:

WISCONSIN DEPARTMENT OF TRANSPORTATION
Division of Wisconsin State Patrol, Bureau of Transportation Safety

March 30, 2004

Executive Summary

The goal of SafeRide, created under 1999 Wisconsin Act 109, is to provide an alternative means of transportation and thus to decrease the crashes, injuries and deaths that occur when intoxicated patrons attempt to drive home from drinking establishments. SafeRide provided 16,902 rides sponsored by more than 1,200 Tavern League members in 39 local jurisdictions between July 1, 2002 and June 30, 2003.

Purpose of this report. This report fulfills four basic objectives: (1) to provide an accounting of activity of the taverns involved in the SafeRide program[1]; (2) to identify and describe general characteristics of the program including cost information as it varies throughout the state; (3) to provide an evaluation of the effectiveness of the program in avoiding alcohol-related crashes and the costs associated with these crashes; (4) to identify SafeRide program contacts.

Methodology. Information identifying the general and financial characteristics of the 2003 SafeRide program was obtained from a survey conducted in the summer of 2003 of Tavern League participants. Participants were also asked for their comments regarding lessons learned i.e. positive and negative aspects about the program, and areas where improvement might take place.

Information describing the effectiveness of SafeRide in avoiding alcohol-related crashes and the costs associated with these crashes were developed utilizing an analysis technique developed by Professor Michael Rothchild of the University of Wisconsin-Madison, School of Business[2]. The analysis utilizes several statistical measurements (i.e. OWI arrests, alcohol-related crashes in Wisconsin, NHTSA data predicting the number of crashes per episode of driving above the legal limit and Wisconsin survey data predicting the number of impaired drivers) for developing an assessment of potential crash avoidance and for calculating cost savings.

General comments received from Tavern League members participating in SafeRide suggest that the program is useful in avoiding impaired-driving situations. However, many participants felt that the program could be improved with greater support from the local business community and others who have an interest in impaired-driving issues (e.g., insurance companies, impaired driving advocacy groups, beer distributors and safe community coalitions). Collaboration with other businesses and organizations is essential to program success.

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[1] The report covers the time period July 1, 2002-June 30, 2003.
[2] *The Road Crew Final Report/Changing Options and Outcomes: A Demonstration of the Use of Social Marketing to Reduce Alcohol-Impaired Driving by Individuals Age 21 through 34. NHTSA Discretionary Cooperative Agreement, DTNH22-01-H-07010.* Carol Karsten (Wisconsin Department of Transportation), Michael L. Rothchild (University of Wisconsin School of Business), Miller Brewing Company, Tavern League of Wisconsin, MasComm Associates (October, 15, 2003).

As with any new program, abuses can occur and it takes time to eliminate them. A biannual meeting at Tavern Conventions has helped decrease problems in the various programs. Representatives from around the state gather to discuss the problems and solutions to keeping their programs viable. The cooperative nature of these meetings is a testament to everyone wanting success.

Interest in the program has increased significantly since the survey was taken. It is anticipated that 6-8 new programs will evolve before the next (2004) evaluation.

Marketing SafeRide is recognized as a weakness that is currently being addressed. Most programs rely on posters placed in establishments and word of mouth. With a new expenditure for professional materials, there should be a rise in the use of the program. Tavern owners will be able to market uniformly around the state with a variety of materials that were professionally created.
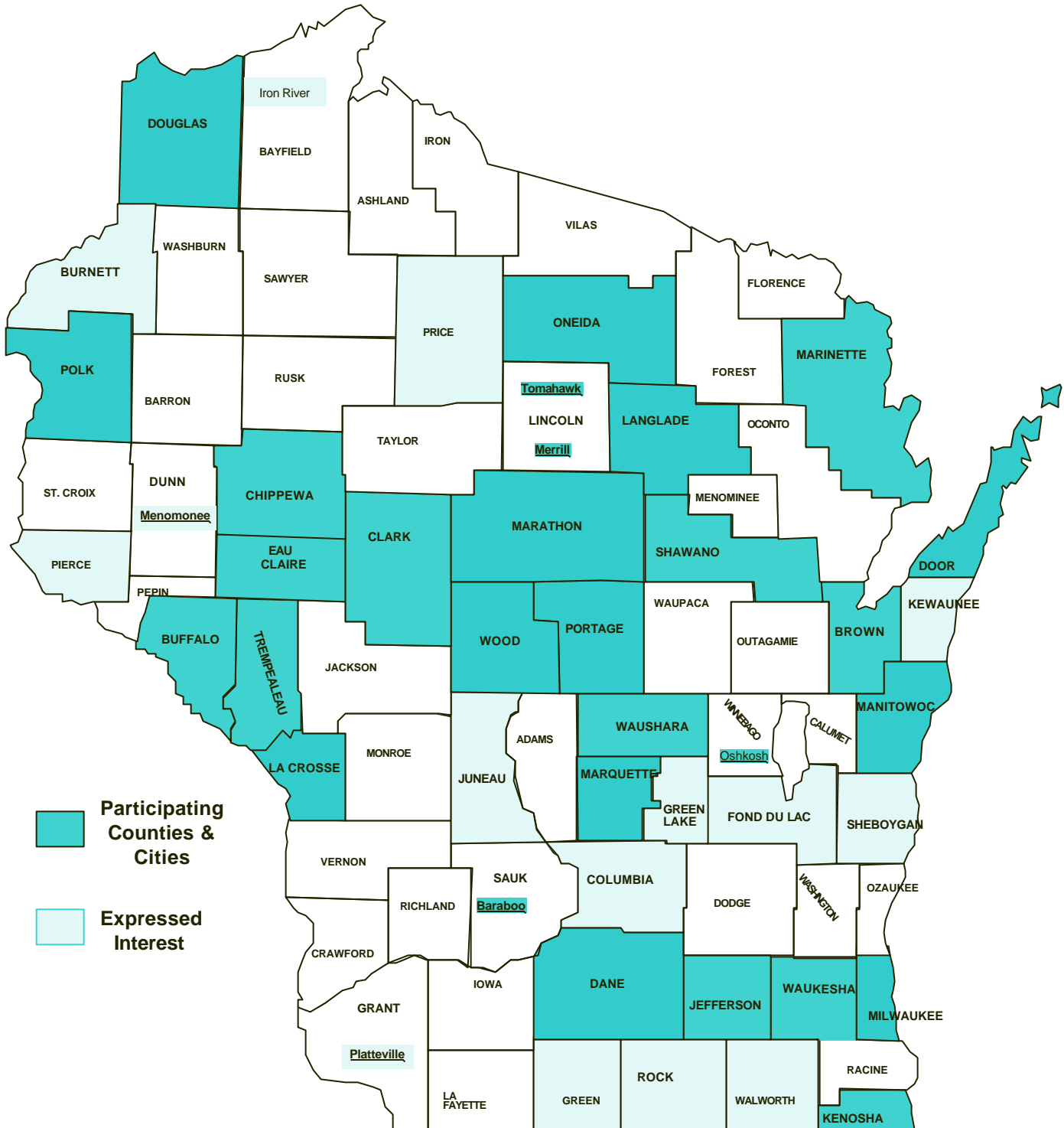
Where SafeRide exists, and when it is used, SafeRide is effective. SafeRide should not be seen as the "silver bullet" to eliminate all impaired driving but rather as one additional tool that, when actually used and in combination with other approaches, can be effective in reducing the incidence of impaired driving in situations involving bar patrons.

The Rothchild analysis provides an empirical estimate of the number of alcohol-related crashes avoided. The analysis concludes that for 2003, SafeRide avoided 12 alcohol-related crashes totaling $704,772 at a cost savings of $589,154.

The results obtained from the Rothchild model should be viewed as a conservative estimate. Therefore, caution should be exercised in interpreting the results. One weakness of the model is that it is unable to quantify, with precision, the individual circumstances and human behavioral factors involved in each SafeRide situation. Therefore, the actual number of alcohol-related crashes avoided may be much higher, especially given the fact that more than 16,000 rides were provided to "potentially impaired drivers."

Program expansion depends upon creative marketing and fundraising by Tavern League Members. Members are encouraged to use the ideas and suggestions found within this report, the materials being provided, as well as to contact fellow members to discuss useful strategies and techniques for marketing the program and obtaining local funds.

Wisconsin's
SAFERIDE PROGRAM
March 2004

Iron River

DOUGLAS

BAYFIELD

IRON

ASHLAND

VILAS

WASHBURN

BURNETT

SAWYER

FLORENCE

PRICE

ONEIDA

MARINETTE

POLK

BARRON

RUSK

FOREST

Tomahawk

LINCOLN

LANGLADE

OCONTO

TAYLOR

Merrill

ST. CROIX

DUNN

CHIPPEWA

MARATHON

MENOMINEE

Menomonee

EAU CLAIRE

CLARK

SHAWANO

DOOR

PIERCE

WAUPACA

KEWAUNEE

PEPIN

OUTAGAMIE

BROWN

BUFFALO

TREMPEALEAU

JACKSON

WOOD

PORTAGE

MANITOWOC

WINNEBAGO

CALUMET

LA CROSSE

MONROE

ADAMS

WAUSHARA

Oshkosh

JUNEAU

MARQUETTE

GREEN LAKE

FOND DU LAC

SHEBOYGAN

Participating Counties & Cities

Expressed Interest

VERNON

SAUK

COLUMBIA

DODGE

WASHINGTON

OZAUKEE

RICHLAND

Baraboo

CRAWFORD

IOWA

DANE

JEFFERSON

WAUKESHA

MILWAUKEE

GRANT

Platteville

RACINE

LA FAYETTE

GREEN

ROCK

WALWORTH

KENOSHA

Introduction/Purpose of Report

The goal of SafeRide, is to provide an alternative means of transportation and thus to decrease the crashes, injuries and deaths that occur when intoxicated patrons attempt to drive home from drinking establishments.

SafeRide was enacted on May 3, 2000 with an effective date of January 1, 2001 by the 1999 Wisconsin Act 109. It is now state statute 85.55. The statutory language for the creation of SafeRide is as follows:

> *1999 Wisconsin Act 109, Section 4. 85.55 of the statutes is created to read:*
>
> **85.55 Safe-ride grant program.** The department may award grants to any county or municipality or to any nonprofit corporation, as defined in s. 66.0129 (6) (b), to cover the costs of transporting persons suspected of having a prohibited alcohol concentration, as defined in s. 340.01 (46m), from any premises licensed under ch. 125 to sell alcohol beverages to their places of residence. The amount of a grant under this section may not exceed 50% of the costs necessary to provide the service. The liability of a provider of a safe-ride program to persons transported under the program is limited to the amounts required for an automobile liability policy under s. 344.15 (1). Grants awarded under this section shall be paid from the appropriation under s. 20.395 (5) (ek).

The revenue stream for SafeRide is generated from a $5 increase in the surcharge amount assessed each convicted OWI (Operating While Intoxicated) offender. This addition increased the surcharge amount to $355. This surcharge is in addition to the fine or forfeiture amount offenders pay for their offense.

The revenue generated is administered by the Tavern League Foundation. Funding is provided on a reimbursement basis to local tavern leagues that request funding assistance (a 50% local match must also be provided). The Tavern League Foundation sends WisDOT an invoice on a monthly basis, the reimbursement is then processed.

The following highlights sources of revenue for the SafeRide program. This includes: (1) revenue that has been appropriated (generated by user fees from OWI offenders under Act 109) for the three preceding fiscal years and, (2) revenue secured from a one-time, federal appropriation (Section 164) for the SafeRide program.

Revenue Appropriated by Fiscal Year for SafeRide (2000-2003)		One-time, Appropriation under Sec. 164 (2000)
July, 2000-2001	$69,200	$300,000
July, 2001-2002	$137,570	
July, 2002-2003	$140,143	
Total (2000-2003)	$346, 913	$300,000

The program provided 16,902 rides sponsored by more than 1,200 Tavern League members in 39 local jurisdictions (see map on Page 4) between July 1, 2002 and June 30, 2003.

The purpose of this report is to:

(1) provide an accounting of activity of the taverns involved in the SafeRide program[3];

(2) identify and describe general characteristics of the program including cost information as it varies throughout the state;

(3) provide an evaluation of the effectiveness of the program in avoiding alcohol-related crashes and the costs associated with these crashes and,

(4) identify SafeRide program contacts.

Methodology

The following describes the types of methodologies used to develop this report:

Survey data. Information identifying the general and financial characteristics of the 2003 SafeRide program was obtained from a survey conducted in the summer of 2003 of Tavern League participants (a copy of the actual survey is included in the Appendix). As part of this survey, participants were also asked for their comments regarding lessons learned i.e. positive and negative aspects about the program, and areas where improvement might take place. The survey data has been summarized in Table 1 (General Characteristics), Table 2 (Promotional and Financial Characteristics) and in "Comments by Tavern League Members on Lessons Learned" found on Page 17.

Crash Avoidance/Cost Analysis. Information describing the effectiveness of SafeRide in avoiding alcohol-related crashes and the costs associated with these crashes was developed utilizing an analysis technique developed by Professor Michael Rothchild of the University of Wisconsin-Madison, School of Business.[4] The analysis utilizes several statistical measurements (i.e. OWI arrests, alcohol-related crashes in Wisconsin, NHTSA data predicting the number of crashes per episode of driving above the legal limit and Wisconsin survey data predicting the number of impaired drivers) for developing an assessment of potential crash avoidance and for calculating cost savings. The results and description of this analysis are described in more detail on Page 19.

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[3] The report covers the time period July 1, 2002-June 30, 2003.
[4] *The Road Crew Final Report/Changing Options and Outcomes: A Demonstration of the Use of Social Marketing to Reduce Alcohol-Impaired Driving by Individuals Age 21 through 34. NHTSA Discretionary Cooperative Agreement, DTNH22-01-H-07010.* Carol Karsten (Wisconsin Department of Transportation), Michael L. Rothchild (University of Wisconsin School of Business), Miller Brewing Company, Tavern League of Wisconsin, MasComm Associates (October, 15, 2003).

Background

Although it is difficult to document the first SafeRide program in the United States, it is safe to say that the SafeRide concept has been in existence for several decades. Currently, many SafeRide programs exist throughout the U.S. and vary widely in their approach and implementation. The programs vary depending upon the "at-risk" population that is being targeted, the impaired driving issue that is being addressed as well as the mechanism used for funding the service.

Anecdotal information suggests that providing rides to impaired drivers is generally effective in avoiding alcohol-related crashes and the costs (both human and financial) associated with them. However, funding is often seen as challenging due to the fact that funding sources are often subject to change. The following provides a cross section of SafeRide Programs implemented in the U.S. and Canada, illustrating the diversity of the program when applied to various communities and impaired driving situations.

Use of SafeRide at college campuses. SafeRide programs have been very popular in addressing the impaired driving problem at many college campuses around the country. For example, at the University of Kansas, a free taxicab service (for students with university ID) operates from 11:00 PM to 2:30AM every day during the academic year The service, "KU on wheels", is completely run by the student organization, which runs the service and several other programs.[5] The service is funded through a $5 fee that every student pays each semester providing a total budget of $220,000 for the program every year. A similar program, "NU on wheels" at the University of Nebraska-Lincoln[6], provided 4,000 rides to students in 2003 for $48,217. Next year the program will operate on a $58,343 budget, or $1.30 per student (part of student fees).

At the University of Southern Indiana, SafeRide provides rides via taxicab for any currently-enrolled student with a student ID card (2). However students are expected to pay for the rides within 10 days through the University cashier's office. As long as the fees are paid each month, the program can be continually used.

The University of Missouri-Columbia provides a $1 taxi service (subsidized through donations) to impaired students. The University combines their SafeRide program with other programs such as paying for soft drinks for designated drivers at tavern establishments, and promotional efforts to reduce campus, binge-drinking. As a result of this approach, binge–drinking reportedly was reduced by 9 percent since the program began. Also, the campus has reportedly seen a 20 percent decrease in the average number of drinks consumed each week[7]

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[5] More information about this program can be found at http://www.ku.edu/~kuwheels/main.shtml

[6] More information about this program can be found at http://journalism.unl.edu/joe/spring01/328/campus2.html

[7] More information about this program can be found at http://www.missouri.edu/~news/releases/augsept00/SafeRide.html

SafeRide in the Military. The United States Navy provides impaired sailors with rides through the "SafeRide Card" program. Reimbursement agreements with cab companies at various ports have been established and sailors are then expected to pay the Navy at the following payday. The cards can also be used for other problems that may occur when on leave (e.g., breakdown of motor vehicle). Similar programs can also be found in other branches of U.S military service.[8]

Examples of SafeRide in North American Communities. SafeRide has been used in many communities especially as part of special events, festivals and holidays. In Vancouver, British Columbia, a coalition of businesses came together to implement a "SafeRide home Program" for festival patrons.[9] The program, which was launched at the Vancouver Playhouse International Wine Festival in 1997, gives festival organizations (with booths at these events) the opportunity to distribute free tickets for impaired patrons to use on public transit (Wisconsin may wish to study this approach, given the number of festivals held in the state each year).

In the District of Columbia, Independence Day has been identified as one of the top-five deadliest holidays involving impaired driving – resulting in over 125 deaths in 2001. The Washington Regional Alcohol Program, in conjunction with the District of Columbia, created "SoberRide", providing free taxicab rides for impaired patrons for holidays including Independence Day.[10] The program, funded through a combination of federal, state grants and contributions, reportedly removed 213 "would be drunk drivers" from local roads and 2,500 in 2002 and with a cost of $66,000.

In California, a volunteer-inspired approach to SafeRide is used. In conjunction with the Red Cross, students from Gunn, Palo Alto, Los Altos, Mountain View, St. Francis, Pinewood and Homestead high schools work together to run the confidential program providing rides to teens. The program started 15 years ago when two students from Gunn and Palo Alto died in a drunk driving crash. The program operates out of the Red Cross Training Center in Mountain View, CA utilizing Red Cross vehicles. The students who pick up other teens, one male and one female per automobile, have gone through an extensive training program, work with police departments, and carry cell phones for safety.[11]

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[8] More information about this program can be found at http://www.news.navy.mil/search/displaybbs.asp?bbs_id=543 and at
[9] More information about this program can be found at http://www.bcliquorstores.com/en/about/socialresponsibility/saferidehome
[10] More information about this program can be found at http://www.dcmilitary.com/army/pentagram/8_26/features/24048-1.html
[11] More information about this program can be found at http://www.losaltosonline.com/articles/2001/05/23/schools5.txt

The Wisconsin Experience

Individual chapters of the Tavern League of Wisconsin started alternative transportation programs as a response to highway safety concerns as far back as the early 1980's[12]. The programs have become as varied as the number of leagues that participate. Areas of operation, hours of operation, costs of rides, costs of vouchers, and provider decisions are all determined by each locality. The program has also evolved over time. For example, in Madison, the program initially began with a $.50 discount coupon. The program now provides a free ride home in the greater Madison area on Thursday, Friday, Saturday, and Sunday nights. The program expands to 24 hour/7 day coverage over holidays such as on Christmas and New Years.

When the SafeRide provision in 1999 Wisconsin Act 109 was created, the Tavern League began soliciting local Tavern League chapters for interest in, and applications for funding. This seed money has allowed the Tavern League to increase the number of programs from 4-5 to around 31 communities covering 39 local jurisdictions. The legislation requires that the funding can support no more than 50% of the program costs and includes responsibility to locally promote and document the activity of the program. The local match can come from such items as local fundraising, donations[13], as well as leveraging costs for administration of the program, and printing costs for vouchers and programs. Rides may only be used to transport people home and must involve a licensed, tavern establishment. The statute also provides for "good Samaritans" which has helped create programs in rural areas where cab companies do not exist. Liability is specifically capped in this legislation.

The success of the program has created interest in other parts of the state. There has been discussion in Burnett County, Kewaunee County, and the City of Menomonee to list a few. For those areas that have used up their annual allocation, the programs continue through fundraising efforts by the local chapters. Review sessions at the biannual Tavern League Conventions allow members to exchange ideas and get questions answered about start up problems. WisDOT and the Tavern League Foundation are presently working on marketing materials to expand the program and help existing programs to be even more successful.

A more detailed description and analysis of SafeRide in Wisconsin is identified in the following tables. Table One presents general characteristics of the program by each community. Table Two presents financial characteristics of the program by each community.

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[12] The first Safe Ride Program in Wisconsin was started in the City of Oshkosh in 1985.
[13] Although not considered a charitable expense for a 'for-profit corporation", donations to SafeRide may be deducted as a normal business expense.

Table One: General Characteristics of Safe Ride Communities (2003)

Community	Rides 12 Mo. Rides July 03	How are Rides Provided?	Tavern Members Participating	Days/Hours Operating	Schedule Other Times	Coverage Area	Month/Year Program Began
Baraboo/Sauk Co.	200 14	City Cab	20	Everyday 24 hours/day	Weekends until 1AM	5 Miles	December, 2002
Brown Co.	791 73	Multiple Cab Companies	185	Everyday 24 hours/day		County	January, 1997
Chippewa Co.	298 17	1 Cab Company	46	9PM-3AM (May), 8PM to 3AM (Jun-Aug)	10PM-3PM (Sept. 3)	10 mile Radius of Chippewa Falls	August, 2001
Clark Co.	22 0	Volunteers	10	Everyday 24 hours/day		County	March, 2003
Door Co.	24 0	Taxi/Volunteers	10	Everyday 24 hours/day		Sturgeon Bay	Late, 2002
Eau Claire Co.	773 133	2 Cab Companies	25	All bar open hours		County	1990 (month?)
Elkhart Lake	60 15	1 Cab Company	9	5AM-12AM (Sun-Th), 5AM-3PM (Fri and Sat)		City	June, 2002
Jefferson Co.	842 67	Cabs/Volunteers	20	Everyday 24 hours/day		County	October, 2001
Kenosha Co.	705 70	1 Cab Company	30	Everyday 24 hours/day		County	September, 2001
LaCrosse City	800 20	3 Cab Companies	20	Everyday 24 hours/day		County	1984 (month?)

Table One: General Characteristics of Safe Ride Communities (2003)

Community	Rides 12 Mo. Rides July 03	How are Rides Provided?	Tavern Members Participating	Days/Hours Operating	Schedule Other Times	Coverage Area	Month/Year Program Began
Minoqua/	180	1 Cab Company	15	Everyday		Minoqua/	March, 2003
Woodruff	17			24 hours/day		Woodruff	
Langlade Co.	58	Volunteers	0	Everyday		Antigo	June, 2002
	2			24 hours/day		Area	
Madison City	3084	Multiple Cabs	47	6AM-2AM (Mon,	Fall: Th-Su	Metro Area	May, 1989
	252			Th, Su), 6AM-	& Holidays		
				2:30AM (Fri, Sat)			
Manitowoc	1100	Sunshine Limo Co.	18	Everyday		Manitowoc	August, 2001
	77			24 hours/day		and 2 Rivers	
Marathon Co.	2051	1 Cab Company	38	Everyday		Wausau	December, 1993
	187			24 hours/day		Metro area	
Douglas Co.	308	Multiple Cabs	85	Everyday		Greater	May, 2002
	17			24 hours/day		Superior	
						Area	
Marinette Co.	276	1 Cab Company	10	Everyday		City of	September, 2001
	21			24 hours/day		Marinette	
Marquette Co.	512	1 Cab Company	36	4PM-2:30AM		County	September, 2001
	43			(Mon-Sat)			
Milwaukee Co.	342	1 Cab Company	70	Everyday		County	1998 (month?)
	21			24 hours/day			
Oshkosh City	980	City Cab Company	30	Everyday		City	December, 1985
	84			24 hours/day			

Table One: General Characteristics of Safe Ride Communities (2003)

Community	Rides 12 Mo. Rides July 03	How are Rides Provided?	Tavern Members Participating	Days/Hours Operating	Schedule Other Times	Coverage Area	Month/Year Program Began
Portage Co.	120	1 Cab Company	12	6AM-10PM (M-W)		Stevens	November, 2001
	15			6:30AM-2:30AM		Point/Plover	
				(Th-Fri)			
Rhinelander	2300	1 Cab Company	24	Everyday		City	1996 (month?)
	182			24 hours/day			
Tomahawk/	128	1 Cab Company	40	Everyday		Cities	August, 2001
Merill	14			24 hours/day			
Waukesha	828	Cabs/Volunteers	40	Everyday		County	April, 2002
	60			6AM-2AM			
Wood Co.	120	2 cab companies in	10	Everyday	New Year's	Wisconsin	September, 2001
	10	2 cities and		6AM-12AM	EveUntil 3AM	Rapids and	
		volunteers				Marshfield	
Total Rides (12 Mo.)	16,902						
Total Rides (July 3)	1,411						

Table Two:
Promotional/Financial Characteristics of Safe Ride Communities (2003)

Community	How was the Program Promoted?	Average Cost Per Ride	Does Cost Vary Based on Location?	Where Does 50% Match Come From?
Baraboo/Sauk Co.	Signs in all bars.	$7	Yes	Donations; 50/50 drawings.
Brown Co.	Posters, ad on "Beat the Heat" trailer word of mouth, anytime media gives opportunity.	$9	Basic rate + mileage.	Golf outing, dinner and dance.
Chippewa Co.	Posters, newspaper ads, word of mouth.	$4	$4 per address & $0.365 per mile from P.O. downtown.	Tavern league fundraiser/50% matching funds/voucher sales
Clark Co.	Posters, signs, word of mouth, bowling tournament, newspaper ad for holidays.	$12.79	$2 mile, one way.	Golf tournaments, bowling tournaments, tavern owners purchase vouchers for $3.
Door Co.	Posters, word of mouth.	$8	Yes, bar owners use their judgment. Cab company charges $8 each time.	None yet, but will have a fund raiser in January, 2004.
Eau Claire Co.	TV, radio, newspaper PSA, flyers, posters in all bars in county, paid ads local newspapers@xmas and New Years. Hotel gives substantial discount/rooms during local Festival in the Pines. Press Releases during the Holidays.	$8	Yes, out of city is regular fare mileage of cab company.	Private donations from beer companies, vouchers from participating bars, Tavern League wine booth @ festival netted $1,060.
Elkhart Lake	Posters/ads in racing programs & community event calendars.	$20	Yes - varies widely & based on meters/ zones.	Donations from Road America Race Track, St. Nicholas Hospital, Larry's Distributing.

Table Two:
Promotional/Financial Characteristics of Safe Ride Communities (2003)

Community	How was the Program Promoted?	Average Cost Per Ride	Does Cost Vary Based on Location?	Where Does 50% Match Come From?
Jefferson Co.	Posters, newspaper articles. Vouchers given to all police in the county.	$2.50	City-flat fee. For volunteers and out of city based on distance.	Picnic, golf outing.
Kenosha Co.	Ads in establishment & weekly in local magazine, occasionally newspaper.	$8	Tavern sets boundaries, if customer travels further, then responsible for extra payment	Annual picnic, numerous raffles. Also sell vouchers to establishments ($2 each).
LaCrosse City	BBQs, radio, TV, newspaper, promoted also @xmas.	$8.50	Both, cab meter.	2 Chicken BBQ's yr.
Minoqua/ Woodruff	Posters in bar, cab company, word of mouth, when bars/restaurant pay for adverstising, they mention the program.	$7	$7 flat fee for 5 miles, additional mile is $1.50 per mile.	Raffles, 1 large fundraisers, donations.
Langlade Co.	Posters, word of mouth.	$10	No	Raffles.
Madison City	Newsletter, local papers, PSAs, TV, radio or by word of mouth.	$12.82	Yes, metered cabs or mileage.	Holiday parties, donations, vendor donations, charge for vouchers, bar walks, etc.
Manitowoc	Posters in members establishment.	$6-Manitowoc $10 Two Rivers	Yes, can be up to $20 in rural area.	$2 voucher paid by Tavern League; January is Holiday Fundraiser.
Marathon Co.	TV, radio, newspaper and visitors guide directory.	$8.43	Yes, changes by zone.	Fall sports banquet.

Table Two:
Promotional/Financial Characteristics of Safe Ride Communities (2003)

Community	How was the Program Promoted?	Average Cost Per Ride	Does Cost Vary Based on Location?	Where Does 50% Match Come From?
Douglas Co.	TV, radio, newspaper ads, word of mouth, posters, newsletters.	$9 to program - charge $2 per ride	Yes, meter fee paid.	2 fundraisers/yr., poker runs, smelt fries, BBQs, picnics, donations from businesses and Chamber of Commerce.
Marinette Co.	Signage in bars.	$4 $3 (tavern league) + $1 paid from owner	Yes, basic cost within city limit, cost more in country	Donations from beer distributors, $1 from bar owner. Cab company discounts by $1.
Marquette Co.	Wall posters in all establishments. Send promotions to Marquette Newspaper.	$10	$3 then $1 per mile- same for multiple people, For multiple people at multiple addresses $3 pickup then $1 per mile each address	1 fund raiser - netted $5,000.
Milwaukee Co.	Newspaper, coasters/table tents, radio appearance, donate service to charities.	$8	Limited to $8, customer pays anything over that.	Vouchers for $2 givenby Tavern League, donations, golf outing
Oshkosh City	Members hang large posters on doors.	$8.31	Miles - cab/meter zones.	Bowling sweeper, golf outing, xmas Santa.
Portage Co.	Posters, table tents, advertising, local paper weekly, over the road banners and "good PR."	$10	Yes, $1 a mile to destination.	Sell vouchers ($5) and annual, Safe Ride "steak feed."
Rhinelander	Some radio ads, newspaper ads and posters in all taverns.	$5	Distance outside city limits.	Voucher sales, raffles, operate bar at Hodag Country Fest.
Tomahawk/ Merill	Radio, newspaper, posters.	$4	Yes, based on distance.	Raffles - calendar, gun.

Table Two:
Promotional/Financial Characteristics of Safe Ride Communities (2003)

Community	How was the Program Promoted?	Average Cost Per Ride	Does Cost Vary Based on Location?	Where Does 50% Match Come From?
Waukesha	Posters, word of mouth, newpaper articles.	$16.15	By zone.	Fishing jamborees, raffles.
Wood Co.	Coasters and posters, word of mouth, "hard to get" articles in newspaper.	$3.50	Set by cab company.	Golf outing, solicit beer distributors.

Comments by Tavern League Members on "Lessons Learned."

The following comments focusing on "lessons learned" were collected from Tavern League Members participating in the SafeRide program. Participants were asked to share their general opinions, experience and ideas for how to improve the program in an open-ended format."

Positive Aspects

"It is a lot of work, but total satisfaction happens when a person thanks you for a ride home."

"We learned how valuable a program like this is to a small community."

"People are grateful to have a SafeRide. If we keep doing this and educate the people, hopefully, the majority of time, people will do safe ride."

"SafeRide raises awareness about the importance of drinking and not driving. It is so easy to use this program to avoid drinking and driving."

"Our patrons really appreciate getting home safely. Establishments that participate in the program seem to be looked up to by the community."

Negative Aspects/Problems

"Too much work for one person."

"It costs a lot of money. Funds are running out to do this program."

"All establishments have vouchers, but not being used."

"SafeRide takes time to catch on and must be strongly promoted by bartenders."

"Program can be abused by patrons (e.g., someone takes coupon but then is driven home by someone else other than taxi)."

Ideas/Opportunities for Improvement

"(Program success depends upon) the willingness of beer distributors, insurance companies and local businesses to help support the program."

"Keep pounding the pavement and get the word out at every meeting and monthly newsletter."

"People distributing tickets need to be educated on how everything works."

"Talk is cheap, but it takes money to run the program. Insurance companies, MADD, talk a good game but won't fund rides."

"Need more than one service (taxi) provider."

"Really need more than one cab to get more coverage. No luck so far."

"We learned that you need to make an effort to market the program to the community."

"You must run a database so bartenders and certain people don't abuse rides. We cross reference addresses and names."

"Sell vouchers to all members and hold small raffles, because even small amounts add up."

Evaluation of Effectiveness of SafeRide on Avoiding Crashes and Evaluation of the Cost

For the purposes of this report, "effectiveness" is defined as the ability of the SafeRide program to avoid-alcohol related crashes and their associated costs.   However, "effectiveness" must also be viewed in the context of other tools and strategies (e.g., public information and education, enforcement, engineering, treatment, incarceration etc.). These tools, when utilized in combination, work *together* to reduce the incidence of impaired driving. The "fight against drunk driving" requires a multifaceted approach.

SafeRide will not change a person's abusive, drinking behavior, and because of the program's limited funding, is only capable of removing a small percentage of the total number of impaired drivers from the road. Therefore, SafeRide should not be seen as the "silver bullet" to eliminate all impaired driving but rather as one additional tool that, when actually used and in combination with other approaches, can be effective in reducing the incidence of impaired driving in situations involving bar patrons.

The following analysis based upon the Rothchild Analysis Model (see footnote on Page 6) measures the "effectiveness" of SafeRide with respect to the incidence of crash avoidance and their associated cost savings in the 2003 SafeRide communities. *The analysis concludes that for 2003, SafeRide avoided 12 alcohol-related crashes totaling $704,772 at a cost savings of $589,154.*

Caution: **Note that the Rothchild analysis provides an empirical estimate of the number of alcohol-related crashes avoided.** *However, the results obtained from the Rothchild model should be viewed as a conservative estimate and caution should be exercised in interpreting the results.* One weakness of the model is that it is unable to quantify, with precision, the individual circumstances and human behavioral factors involved in each SafeRide situation.   Therefore, the actual number of alcohol-related crashes avoided may be much higher, especially given the fact that more than 16,000 rides were provided to "potentially impaired drivers."

SafeRide Facts and Assumptions:

In 2002[14] in WI there were:

- 37,051 OWI arrests;
- 8,922 alcohol-related crashes;
- 2,566 alcohol-related crashes in 2003 safe ride communities (not including Milwaukee). *Note: Milwaukee Countywide data was not included for analysis purposes because of the relatively large, geographic area/population relative to the number of rides (342) provided.*

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[14] 2002 Wisconsin Alcohol Traffic Crash Book. Wisconsin Department of Transportation.

In a NHTSA analysis[15], researchers concluded that in the United States in 1995 there was:

- 1 arrest for every 90 episodes of driving above the legal limit of alcohol consumption, and
- 1 arrest for every 790 episodes of driving within 2 hours of any alcohol consumption.

According to a self-reporting, survey of Wisconsin bar patrons who called an 800 number[16]:

- 28% were impaired when they left the tavern (impaired = 5 or more drinks for a man, 4 or more drinks for a woman).

Crash Avoidance Analysis:

- 37,051 OWI arrests X 90 episodes (over legal limit) = 3,334,590 episodes of drunk driving;

- 3,334,590 episodes of drunk driving/8,922 alcohol-related crashes = **1 crash for every 374 episodes of drunk driving statewide**;

- 16,560 SafeRides divided by 1 crash for every 374 episodes X 28% (those impaired) = **12 alcohol-related crashes avoided.**

Cost Analysis:

Wisconsin 2002 Alcohol-related crashes	8,922
Estimated Cost (2002) [17]	$524,000,000
Cost per crash	$58,731
Value of 12 Crashes	**$704,772**
Direct cost for SafeRide[18]	**$115,618** (cost per crash avoided: $115,618/12 = $9,634)

Cost Savings (value of 12 crashes minus direct cost of program)
$589,154

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[15] *Drinking and Driving Trips, Stops, by the Police, and Arrests*. National Highway Traffic Safety Administration, DOT HS 809 184, 2000.

[16] *The Road Crew Final Report/Changing Options and Outcomes: A Demonstration of the Use of Social Marketing to Reduce Alcohol-Impaired Driving by Individuals Age 21 through 34. NHTSA Discretionary Cooperative Agreement, DTNH22-01-H-07010.* Carol Karsten (Wisconsin Department of Transportation), Michael L. Rothchild (University of Wisconsin School of Business), Miller Brewing Company, Tavern League of Wisconsin, MasComm Associates (October, 15, 2003).

[17] 2002 Wisconsin Alcohol Traffic Crash Book. Wisconsin Department of Transportation.

[18] This number represents the amount of funding expended under the program for July 2002- June 2003.

Summary/Conclusions

The goal of SafeRide, created under 1999 Wisconsin Act 109, is to provide an alternative means of transportation and thus to decrease the crashes, injuries and deaths that occur when intoxicated patrons attempt to drive home from drinking establishments.

The concept of SafeRide has been used throughout the United States over several decades to address various at-risk populations and impaired driving situations (e.g., college campuses, military, community taverns). In Wisconsin, the first SafeRide program was implemented in the City of Oshkosh in 1985. SafeRide provided 16,902 rides by over 1,200 Tavern League members in 39 local jurisdictions (see attached map) between July 1, 2002 and June 30, 2003.

General comments received from Tavern League members participating in SafeRide suggest that the program is useful in avoiding impaired-driving situations. However, many participants felt that the program could be improved with greater support from the local business community and others who have an interest in impaired-driving issues (e.g., insurance companies, impaired driving advocacy groups, beer distributors and safe community coalitions). Collaboration with other businesses and organizations is essential to program success.

As with any new program, abuses can occur and it takes time to eliminate them. A biannual meeting at Tavern Conventions has helped decrease problems in the various programs. Representatives from around the state gather to discuss the problems and solutions to keeping their programs viable. The cooperative nature of these meetings is a testament to everyone wanting success.

Interest in the program has increased significantly since the survey was taken. It is anticipated that 6-8 new programs will evolve before the next (2004) evaluation.

Marketing SafeRide is recognized as a weakness that is currently being addressed. Most programs rely on posters placed in establishments and word of mouth. With a new expenditure for professional materials, there should be a rise in the use of the program. Tavern owners will be able to market uniformly around the state with a variety of materials that were professionally created.

Where SafeRide exists, and when it is used, SafeRide is effective. SafeRide should not be seen as the "silver bullet" to eliminate all impaired driving but rather as one additional tool that, when actually used and in combination with other approaches, can be effective in reducing the incidence of impaired driving in situations involving bar patrons.

The Rothchild analysis provides an empirical estimate of the number of alcohol-related crashes avoided. *The analysis concludes that for 2003, SafeRide avoided 12 alcohol-related crashes totaling $704,772 at a cost savings of $589,154.*

The results obtained from the Rothchild model should be viewed as a conservative estimate. Therefore, caution should be exercised in interpreting the results. One weakness of the model is that it is unable to quantify, with precision, the individual circumstances and human behavioral factors involved in each SafeRide situation. Therefore, the actual number of alcohol-related crashes avoided may be much higher, especially given the fact that more than 16,000 rides were provided to "potentially impaired drivers."

Program expansion depends upon creative marketing and fundraising by Tavern League Members. Members are encouraged to use the ideas and suggestions found within this report, the materials being provided, as well as to contact fellow members to discuss useful strategies and techniques for marketing the program and obtaining local/matching funds.

Appendices:

A. **SafeRide Survey Instrument distributed to participating, Tavern League Members.**

B. **Listing of SafeRide Program Contacts (Community/name/phone).**

Appendix A:

SafeRide Survey Instrument distributed to participating, Tavern League Members.

Wisconsin "Safe Ride" Grant Program

Provider Survey for 2003 Evaluation Report

Information about your Safe Ride program is needed to compile a report on how state grant funds are being used to make Wisconsin's streets and highways safer for all of us.

To the best of your ability, in the space provided, please answer the following questions.

* *

Name of your Safe Ride Program:

Contact person for more information on your Safe Ride Program:

    Name:
    Phone:
    E-mail:

* *

1. About **how many rides** were provided by your Safe Ride program in the past 12 months? In July 2003?

   Rides in past 12 months:

   Rides in July 2003:

2. Which **days of the week** did your Safe Ride program operate this summer?

3. What **hours of the day** did your Safe Ride program operate this summer?

4. Does your Safe Ride program operate on a **different schedule at other times of the year**? If so, what is that schedule and why is it different?

5. **How many establishments** currently participate in your Safe Ride program?

6. **How are your rides provided** (one cab company, multiple cab companies, volunteer drivers, combination of cabs and volunteers, or some other way)?

7. **When** did your Safe Ride program begin operations?

8. What is the **average cost per ride** in your Safe Ride program?

9. Does the cost for a ride vary based on **distance or destination**? If so, how?

10. Is there a **limit** on how far rides will be provided? If so, what is the limit?

11. What **local fund raising** is done for your Safe Ride program? In other words, where does your 50% match for the state grant come from?

12. How do you **promote/publicize** your Safe Ride program in your community?

* *

What special **lessons** have you learned in running your Safe Ride program that you would like to share with others?

Appendix B:

Listing of SafeRide Program Contacts (Community/name/phone).

Tavern League Saferide Contacts

Baraboo	Mick Quindt	608-356-6950
Brown County	Leon Whiting	920-434-3704
Clark County	Tom Dahlen	715-238-7852
Chippewa County	Sharon Beauchaine	715-720-1221
Door County	Delores Brown	920-856-6487
Eau Claire County	Bonnie Harper	715-832-6227
Elkhart Lake	Sheriff Randy Boeldt	920-876-2244
Jefferson County	Lori Frommgen	262-593-2890
Kenosha County	Stacy West-Rivera	262-654-1419
La Crosse County	Dorthea Horshak	608-788-3510
Lakeland Area	Patti Rabl	715-356-3097
Langlade County	Dave Bauknecht	715-623-5464
Madison/Dane	Dave Wiganowsky	608-241-0544
Manitowoc County	Tim Tomchek	920-793-4725
Marathon County	Rod Fisher	715-359-0810
Marinette County	Mark Ryan	715-732-0011
Marquette County	Len Janis	608-868-5933
Milwaukee County	Sharon Ward	414-671-1979
Oneida County	Sam Ramker	715-369-2232
Oshkosh City	Pat Purtell	920-235-8280
Polk County	Kevin Casselius	715-483-9390

Portage County	Kim Krayecki	715-341-8341
Sheboygan County	Wayne Emmer	920-451-0414
Superior	Terry La Porte	715-398-6015
Tomahawk	Debbie Eastwood	715-453-3452
Trempeleau County	Red Gadzinski	608-323-7136
Waukesha County	Jay Ross	262-363-5367
Waushara County	Sue Scimeca	920-787-3601
Wood County	Mary Lou Duerr	715-387-6182